

# RENÉE SHAFIQ TADROS

BRAND CREATIVE DIRECTOR / CULTURAL STRATEGIST

PRONOUNS: SHE/HER

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Data-driven Multicultural Creative Director / Design Lead with 15+ years experience leading omni-channel marketing. Building brands, content strategy for traditional and digital media focused on CPG, B2B/B2C/ DTC and digital products.

A hands-on design leader with strong business acumen, leading culturally diverse, interdisciplinary teams for fortune 500 brands and non-profit agencies. Charismatic and empathetic storyteller that is passionate about design trends, innovation, cultural anthropology and the cognitive behavior that influences brand loyalty and growth.

## EXPERTISE

Brand Strategy	Campaign Development	Human-Centered Design
Brand Architecture + Naming	Research + Insights	Environmental Design
Identity Design	Segmentation	E-Commerce
Positioning	Program Design + Implementation	Shopper/Retail Marketing
Content Strategy	User Experience Design	Video Production

## CLIENTS

2nd MD	Hallmark	Procter & Gamble
Affirm Films	Hard Rock Hotel	Red Lakes Nation
Antler Farms	Harley Davidson	Sony Pictures
Chicago Women's Resource Center	Hasbro	Spring Air
CIBAVISION	Image Works	The United Nations Agency
Columbia Pictures	Invisalign/Align Technology	Tristar Pictures
DeLuca Films	Jockey International	VineVera Skincare
Disney	Johnson & Johnson	Visa
Equinox	Kaffa Skincare	VOLKSWAGEN
Florida State Board of Education	Octagon CBD Labs	Whirlpool Corporation
Franklin Entertainment	Orogold Skincare	World Relief & Y-Malawi

## SOFTWARE + SKILLS

**Adobe Creative Suite:** Photoshop, Illustrator, Indesign, XD, After Effects, Audition, Dimension

**Adobe Experience Suite:** Captivate, Presenter Video Sketch | Figma

**Google Suite** | **Microsoft Office** | **iWorks Office**

Monday | ASANA

e-commerce | Shopify

Amazon Marketplace

**Social** Facebook, Youtube, IG, Tiktok, Sprout, Hoostsuite

### Design + UX

- Typography, color theory, brand design, concept modeling, contextual inquiry, diagramming, wireframes, high fidelity prototyping, sketching, site maps, user flows, usability testing, human centered design

### Insight + Analytics

- Quantitative and qualitative research, segmentation, persona development, user journey mapping

### Creative Production

- Copywriting, art direction, storyboarding, photography, videography, post-production, scripted/non-scripted

# EXPERIENCE

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## **Multicultural Creative Director**

**RST Creatives | Chicago | 2006 - Present**

- Mentored a diverse and interdisciplinary team of 10, and managed 20+ freelancers of art directors, copywriters, designers, developers
- Led new business pitch offerings and brand story based on qualitative market analysis which led to winning multiple RFPs and annual retainers
- Defined campaign creative brief and brand strategy from concept to execution. Creating 360° branded content and activation across traditional and digital media, including; brand identity, packaging, retail design, print collateral, direct mail, OOH, photography, video, radio, social media, events, UX/UI and e-commerce design and management
- Produced, wrote, art directed photographers/videographers to deliver compelling images and content clients aligned with the brand guidelines and creative strategy
- Quantified consumer trends and habits to identify multicultural opportunity areas and develop holistic brand strategies from positioning and messaging to creative concept and execution
- Presented to C-suite executives, partnered with sales and production departments to achieve campaign goals
- Managed client digital campaigns and forecast and report successes, inconsistencies, and under-performance
- Produced data-informed, measurable effective UX by leveraging customer insights, A/B testing and personalization

## **CLIENT HIGHLIGHTS**

### **United Nations**

- Created U.N. healthy-eating educational program targeting female youth in Egypt focused on education around self-worth and empowerment
- Deliverables included naming, program concepts, messaging and collateral

### **World Relief Girls and Women's Empowerment Program**

- Conducted field research in Malawi to facilitate development of multiple programs including literacy, gender equality, female safety, self-defense, female empowerment, and economic skill development in agriculture, fishery and sewing

### **Jockey International**

- Launched Jockey men's "Shape Wear" brand architecture and naming, creative concepts, packaging, activation and integrated marketing concept for Target, including photography, POS, POP and OOH

### **Invisalign/Align Technology**

- Ideation and design for Invisalign's young adult loyalty and incentive promotion program
- Designed UX/UI for mobile app and digital campaign to inform engagement incentives and tracking
- Worked with engineering on wire framing and testing

### **VineVera Skincare**

- Lead creative for Gal Gadot partnership. From copywriting to art directing photo/video and music licensing
- Partnered with architectural team to design POP and retail space for global franchises for customer experience for sister brands, Lioness, Orogold,

### **Orogold Cosmetics**

- Created a brand voice and campaigns while overseeing internal design team and offshore quality control
- Wrote and directed Denise Richards mini campaign videos

### **State of Florida Board of Education**

- Developed vibrant identity for financial literacy program targeting the millennial Latinx demographic
- Led focus groups and research, conceptual ideation, naming and program print collateral and event design

## CLIENT HIGHLIGHTS RST CREATIVES Continued

### 2nd MD

- Spearhead UX UI design, worked with research and engineering team for patient and doctors onboarding

### Antler Farms Supplements

- D2C e-commerce subscription wellness brand. Designed identity and brand guidelines
- Partner with R&D for new product development, strategy, packaging, digital and manage influencers content

### OCTAGON BIO LABS

- Designed brand identity and look and feel, includes packaging, retail display, social presence and web
- Managed content, influencers, digital spending and SEO optimization. D2C e-commerce subscription model

### Senior Art Director

**Publicis Groupe | Leo Burnett | ARC Worldwide | Chicago, IL | 2004 - 2006**

- Key Clients: McDonalds, Alcon, Whirlpool Hallmark, Kellogg

### Art Director

**Interpublic Group | FCB | Zipatoni | Chicago, IL | 2003 - 2004**

- Key Clients: Verizon Wireless, Miller Lite, Miller Genuine Draft, Miller High Life, Molson, Nokia NA,
- Walgreens, National Football League, Unilever, Pabst Brewing Company, Bayer, Kellogg and Beam Global Spirits

### Art Director

**Robert Brandt Agency | Burr Ridge, IL | 2003 - 2003**

- Key Clients: WMS Gaming, Horseshoe Casino, State Farm Insurance, Spring Air, and Beringer Wine Co.

**Freelance Art Director | Chicago, IL | 2001 - 2003**

- Interpublic Group Draft Agency
- Ogilvy & Mather
- Robert Brandt Agency

## EDUCATION

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**Stanford University | 2020 - Present**

- Online Education - Humanities and Sciences & The School of Continuing Studies

**IDEO 2020 - Present**

- Design Thinking & Power of Purpose

**Acumen 2020 - Present**

- Human Centered Design
- Psychology - Changing Customer Behavior
- Lean Data Approach to Measure Social Impact
- Design for Environmental Sustainability and Social Impact
- Data Science: Machine Learning

**Columbia College | Chicago, IL | 2010**

- Master of Interdisciplinary Arts & Design
- Cultural Studies Thesis: Identity & Equity

**Northern Illinois University, Dekalb, IL | 2002**

- Bachelor of Fine Art, Visual Communication
- Study Abroad: Architecture & Design in Italy, Spain, Switzerland, and England

## LANGUAGE

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**English** | Fluent

**Arabic** | Fluent

**French** | Beginner

**Italian** | Beginner

## SPEAKING + COMMUNITY ENGAGEMENT

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### Panel Speaker | 2019

Ecole Nationale de Commerce, El Jadida, Morocco  
"Global Media and Digital Technologies in Political Participation and Political Activism"

### Field Researcher | 2019

World Relief Fund, Lilongwe, Nkhosakota, Majete, Blantyre, Chikwawa, Malawi "Women and Girls Empowerment"

### Guest Speaker | 2018

DaVinci School of Science and Design, El Segundo, CA  
"Changing the World. Choosing to Succeed" Young Women's Career Conference

### Academic & Vocational Trainer | 2018

Farragut Career Academy High School, Chicago, IL "Artopolis", Art and Creative workshops

### Speaker & Workshop Facilitator | 2018

University of Jordan, Amman, Jordan  
"Globalization Design & Communication" Cross-Cultural User-Experience Design

### Censorship Lead | 2017

Art Popup, Chicago, IL  
"American life: Censorship and Propaganda" Social and Political Censorship

### Panel Speaker | 2017

Columbia College, Chicago, IL Identity and Gender Equality

## TEACHING EXPERIENCE

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### Adjunct Professor, BFA and MFA Interaction Design

Columbia College Chicago | Chicago, IL | 2009 - 2012

- Teaching undergraduate and graduate - level Interaction and Experience Design thesis research and development as well as well Cultural Studies courses in the humanities department.
- Advising students on thesis and training students to research, analyze, prototype, and design concepts

### Adjunct Professor, Cultural Studies

Columbia College Chicago | Chicago, IL | 2010 - 2013

- Humanities and culture studies of the Middle East and North Africa. Strong emphasis on social science as a foundation for a greater understanding of media art and the role it plays in global society

### Adjunct Professor

Moraine Valley Community | Palos Park, IL | 2009

- Media Arts Courses, Digital Photography and 2D/3D Design Courses

## ART EXHIBITIONS + PERFORMANCES

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- Panel Discussion: Arab Women Artists Society, Chicago, IL
- "Widows weave: 3,000,000 Lines" Raised awareness/funds for widows, Chicago, IL
- "I'm Better than You." Collaborative Performance with Artist Eden Unluata, Chicago, IL
- "Unchained" Art Theory Gallery, Chicago, IL
- "Pathways" Square Foot Show Galaxie Gallery, Chicago, IL
- Panel Discussion: Women Artists in Muslim Society, Chicago, IL
- "Stained." Spoken word Performance, Prop Theater, Chicago, IL
- "Expectations" Interactive Installation, Chicago, IL
- Censorship "Identity within culture" Installation: A Web Connection, Chicago, IL